REMARKS

Applicants hereby reply to the Final Office Action dated June 9, 2005 within two months. Thus, Applicants request an Advisory Action, if necessary. Support for the amendments may be found in the originally-filed specification, claims, and figures. No new matter has been introduced by these amendments. Reconsideration of this application is respectfully requested. Applicants cancel claims 2 and 5 without prejudice to filing one or more claims having similar subject matter.

Objection under 35 U.S.C. § 132(a)

The Examiner objects to the previous amendments to claim 1 of the present invention, asserting that the amendments introduce new matter, which is not supported by the original disclosure. Specifically, the Examiner asserts that "associating a key with said product data, when said product data is associated with one of said suppliers and no key is associated with said product data" constitutes new matter. Applicants respectfully disagree. However, Applicants deleted the above method step from claim 1, so the Examiner's rejection is now moot.

Rejections under 35 U.S.C. § 103(a)

The Examiner rejects claims 1-17 under 35 U.S.C. § 103(a) as being unpatentable over Musgrove et al., U.S. Patent No. 6,725,222 ("Musgrove"). Applicants respectfully traverse this rejection.

Musgrove discloses a method for storing product information from a plurality of merchants within a centralized shopping server, providing product information from multiple merchants to users, and consummating order transactions relating to one or more user selected products. Musgrove further discloses known methods for collecting product information from merchant servers using automated web crawlers and bots. Web crawlers and bots are known to those of ordinary skill and are disclosed by Musgrove to enable the invention by providing a means for collecting product information from merchant web sites. Musgrove is limited to searching and displaying product data obtained from a plurality of merchant web sites and facilitating purchase transactions.

While Musgrove generally discloses that product data which is centrally stored should be updated periodically, Musgrove does not disclose a specific system and method for performing the steps necessary to integrate various product data elements (i.e., product descriptions, pricing, delivery dates, etc.) into the central product database. For example, Musgrove suggests collecting such information using a web crawler or bot; however, Musgrove does not further disclose how the

collected information is parsed, identified, classified and matched with corresponding data residing in the centralized product database.
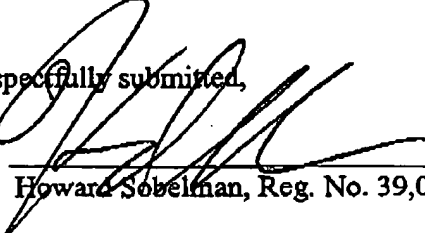
Those skilled in the art will appreciate that the tasks of adding, modifying and deleting complete sets of data from a database is a simple process and requires little computing logic. However, these tasks are not as simple when only particular elements of that data should be affected. Musgrove discloses a periodic update of product data; however, Musgrove does not specify any means for performing the update. Absent a disclosure to the contrary, those of ordinary skill would presume that this would entail querying the merchant system to collect a new set of data elements corresponding to a product record previously stored on the merchant server and replacing the entire record with the new data elements. This method does not require an analysis of the particular data elements to determine which and how elements of an existing product record should be replaced. As such, Musgrove does not disclose or suggest at least "parsing said normalized data feed into categorized data elements to determine if a category exists in a product table corresponding to a categorized data element, wherein said categorized data element is added to a buffer table when said category does not exist and said categorized data element is integrated with stored product data within said product table when said category exists to create integrated data," as recited by amended independent claim 1.

Claims 3-4 and 6-17 variously depend from independent claim 1. Applicants assert that dependent claims 3-4 and 6-17 are differentiated from the cited reference for at least the same reasons as set forth above, as well as their own respective features.

Applicants respectfully submit that the pending claims are in condition for allowance. The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account No. 19-2814. Applicants invite the Office to telephone the undersigned if the Examiner has any questions regarding this Reply or the present application in general.

Respectfully submitted,

Dated: July 19, 2005

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